

#### **IV. AMENDMENTS TO THE CLAIMS**

1. - 5. (Canceled)

6. (New) An image display device provided in a gaming machine, comprising:

a plurality of pixels arranged in a matrix extending in an x direction and a y direction being perpendicular to the x direction to form an xy plane, each pixel including a first pixel unit and a second pixel unit disposed adjacent the first pixel unit, each one of the first and second pixel units having a first pixel electrode operative to display a first color and a second pixel electrode operative to display a second color different from the first color with the first and second pixel electrodes being arranged in a serial manner relative to each other in an identical manner for each pixel,

wherein, when at least one pixel is energized, the same-color pixel electrodes of the at least one pixel are energized simultaneously.

7. (New) The image display device according to claim 6, wherein the first and second pixel electrodes are arranged in the matrix on the xy plane, and the pixel electrodes of the same color are arranged in the y direction and the same pattern is continuously arranged in the x direction to form a stripe.

8. (New) A gaming machine, comprising:

a display unit that is constituted by a plurality a plurality of pixels arranged in a matrix extending in an x direction and a y direction being perpendicular to the x direction to form an xy plane, each pixel including a first pixel unit and a second pixel unit disposed adjacent the first pixel unit, each one of the first and second pixel units having a first pixel electrode operative to display a first color and a second pixel electrode operative to display a second color different from the first color with the first and second pixel electrodes being arranged in a serial manner relative to each other in an identical manner for each pixel,

wherein, when at least one pixel is energized, the same-color pixel electrodes of the at least one pixel are energized simultaneously.

9. (New) The gaming machine according to claim 8, wherein the first and second pixel electrodes are arranged in the matrix on the xy plane, and the pixel electrodes of the same color are arranged in the y direction and the same pattern is continuously arranged in the x direction to form a stripe.

10. (New) The gaming machine according to claim 8, wherein the display unit is a highly transmissive liquid crystal display provided on a game board.